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NEWSPAPER

May 22, 1989

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Saatchi breakup?

Ogilvy under WPP wing

By GARY LEVIN

NEW YORK—Changes are ahead for Ogilvy Group under WPP Group's ownership. The only question is—how quickly.

Ogilvy officials contend few changes will come after the $864 million takeover bid, but some people doubt that will be the case.

"Management may be a little naive to believe nothing will change, which is the current sort of speech," said one Ogilvy & Mather executive. "I think there will be some significant changes. It won't happen quickly, but there will be."

"There are clearly going to be changes in the way the company is going to be run," said Andrew Wallach, analyst at Drexel Burnham Lambert.

The $54-a-share acquisition of Ogilvy by WPP, creating a $13.5 billion agency supergroup that rivals No. 1 Saatchi & Saatchi Co., will mean immediate change in at least three areas.

- The Media Partnership, a joint venture between O&M and Omnicom Group, will be joined by JWT in selected countries, and executives are looking for other "tactical" means to link JWT and Ogilvy without compromising client confidentiality or altering either unit's basic structure.

JWT earlier discussed joining the partnership but later pulled out. Omnicom officials say they have no problem with the new arrangement.

- The company will seek greater "cross-referrals" for clients between non-advertising businesses, since existing WPP units and Ogilvy share complementary and often unduplicated strengths in sales promotion, research and other areas including design, graphics and merchandising display companies.

"We want to say to clients, 'Somehow there's something more for you rather than something less.'" Ogilvy Chairman-CEO Ken Roman said.

- WPP will cut operating expenses at Ogilvy by consolidating "back-office" functions and writing off Ogilvy's "good will" under more liberal U.K. accounting procedures.

Strategically, however, WPP Chief Executive Martin Sorrell insists no business will be consolidated and no assets will be sold, except for an existing agreement to sell a majority stake in Scali, McCabe, Sloves back to its management.

"We're totally committed to building the individual brands that exist within the group," he said, referring to Ogilvy & Mather, O&M Direct, Research International and SAGE Worldwide, Ogilvy's retail consultancy and sales promotion arm.

"It is our intention to keep the

(Continued on Page 72)

For more on WPP/Ogilvy, see editorial (P. 16), a look back at David Ogilvy (P. 70), details on Interpublic's offer (P. 71), what O&M's clients think (P. 71) and letters from the buyout (P. 71).

Bankers test waters about selling parts

By LAUREL WENTZ

LONDON—Young & Rubicam, Dentsu and Publicis are among several major agencies and groups that have received informal calls to find out whether they'd be interested in buying parts of Saatchi & Saatchi Co.

Saatchi's disappointing financial performance and continuing undervalued share price apparently are sparking interest in its breakup value.

One of the reports making the rounds last week was that Saatchi was asking merchant bankers to shop its parts, a move that would enable Saatchi to defend itself from outsiders.

It's known that one merchant bank, Morgan Grenfell here, is assessing whether other major agency groups have any interest in acquiring parts of the Saatchi empire. Sources say other merchant banks are doing the same.

Tokyo-based Dentsu; Paris-based Publicis and Young & Rubicam, Omnicom Group and Interpublic Group of Cos. in the U.S. have been contacted by merchant bankers or other financial institutions, sources confirmed.

Although some of the financial institutions appear to be just trawling for possible business opportunities, sources indicated that in at least one case, they're representing a client or group actively interested in acquiring Saatchi and selling off units.

Interest in that possibility began before Saatchi's March annual meeting, when Chairman Maurice Saatchi announced a downturn in profits.

Dentsu was approached six months ago, said Tsuneo Kuromizu, director of corporate communications.

"Dentsu received notice unofficially from a [Japanese] securities company to see if the company was interested in a part of the Saatchi & Saatchi deal," he said. "We had no interest and, therefore, did not pursue the matter."

Morgan Grenfell and other fi-

(Continued on Page 72)

Burger King gangs up on McD

By SCOTT HUME

The Battle of the Burgers is back.

Burger King Corp.'s decision to split its $215 million marketing budget between two agencies—and between image advertising and retail promotion—signals the No. 2 chain's intention to fight more aggressively against McDonald's Corp. for its share of the $60 billion fast-food market.

Although Burger King might not revive the "broiling vs. frying" comparative effort of the first Battle of the Burgers several years ago, its two-fisted approach guarantees the fast-food advertising arena—in which the combatants spent $1.5 billion last year—is going to heat up.

Divide and conquer seems to be the strategy being pursued by Burger King CEO Barry Gibbons and Exec VP-Marketing Gary L. Langstaff.

D'Arcy Masius Benton & Bowles, New York, will take over "brand identity," or chain-image advertising. Saatchi & Saatchi Advertising will handle "brand retailing," short-term and product-specific advertising.

"The sales promotion component has been given short shrift in Burger King's advertising message," Mr. Langstaff said. "It's going to be elevated from second-class citizenship to equal weight. We will establish an identity and also drive traffic into the stores."

Burger King's management structure has already been divided. The 22-market field organization announced earlier will tackle all operations problems; marketing will be handled centrally at Miami headquarters by Mr. Langstaff and VP-Creative Jeff Meyers.

Still, Mr. Langstaff said, "regionalized ad executions" may occur from time to time.

But with no real regional marketing, there was no longer any need for N W Ayer, which initially had been stripped only of its handling of the $90 million national account (AA, April 24). Last week, it was relieved of regional work as well.

J. Walter Thompson USA, Chicago, the third finalist, came up empty-handed.

JWT had lost the account to Ayer 18 months earlier and reportedly fought to regain the business with the unasked-for last-minute presentation of speculative creative (AA, May 15). But JWT apparently already was out of the running by then.

"We narrowed the review to the two agencies

(Continued on Page 74)

Staff photo by Doug Goodman

Saatchi & Saatchi Vice Chairman Dick O'Brien (l.) and D'Arcy President Roy Bostock got the good news about winning the Burger King account while attending the Four A's meeting in West Virginia.

Last Minute News

Massachusetts mulls ad tax

BOSTON—A bill to extend Massachusetts' 5% sales tax to advertising and other professional services was introduced May 19 by state Sen. Sal Albano (D., Sommerville). John Howat, the senator's legislative director, said the measure would raise about $200 million annually, about $16 million of that from advertising. A spokeswoman for Gov. Michael Dukakis said the governor hasn't expressed an opinion on taxing advertising.

Elvis fragrance launch set

ATLANTA—Frances Denney Corp. plans a global launch of a men's fragrance called Elvis in Jan-

(Continued on Page 8)

Omnicom charges in with BMP bid

By LAUREL WENTZ

LONDON—Omnicom Group was welcomed as a "white knight" by Boase Massimi Pollitt on Friday, making a $202 million cash offer that topped the earlier hostile bid of France's BDDP Group.

Omnicom quickly picked up 16.9% of BMP's shares after the British agency agreed to recommend its shareholders accept the bid.

BDDP, whose 345 pence-per-share offer for BMP is 5% lower than Omnicom's 365 pence offer, has 21 days to make a higher bid after Omnicom publishes its bid document this week.

BMP is hoping BDDP will give up.

If the deal with Omnicom goes through, a new entity, Omnicom U.K., will be formed as the holding company for BMP, DDB Needham Worldwide and BBDO Worldwide operations in that country.

The existing BMP Davidson Pearce agency would merge with DDB Needham to form BMP DDB Needham, with $62.5 million in gross income, making it the No. 7 U.K. agency.

The new agency and BBDO U.K. would report as subsidiaries to Omnicom U.K., headed by Martin Boase and Peter Jones, currently BMP's chairman and ceo, respectively.

BDDP President-CEO Jean-Claude Boulet "was potentially so damaging to us," Mr. Boase said. "His network was unconvincing, and he had no money to make it better. And he was highly autocratic."

Financially stretched BDDP hasn't decided whether to raise its offer, and it's unclear how high Omnicom will go. BDDP now has a 14% stake in BMP.

"Omnicom is not really a white knight," Mr. Boase said. "They're kind of an old girlfriend we haven't been seeing for a while."

Mr. Boase said BMP had been on the verge of a deal with Omnicom when BDDP made its March 29 bid. Omnicom was one of the "four or five companies [that] asked to be kept informed," he said.

Another interested party, TBWA, New York, plans to sell its 2.6% stake to Omnicom.

TBWA Chairman-CEO William Tragos said, "I think [the 365 pence bid] is a tremendous price. But it's not a hostile offer, so I think it will work."

BMP on Wednesday asked Omnicom to make a bid. New York-based Omnicom's biggest need in the U.K. is to build up BBDO Worldwide, ranked No. 41 in gross income among British agencies (DDB Needham is No. 23), but BMP preferred to merge with the more creative and culturally similar DDB Needham.

Bruce Crawford, Omnicom president-ceo, said in a phone interview from Marrakesh, Morocco, "[BMP] thought in particular, and we agreed [that DDB Needham] would be better."

BMP tried for several months last year to hire DDB Needham's creative director, Tony Cox.

"We hope within a fairly short time we can also strengthen BBDO with another or other acquisitions in the U.K.," said Fred Meyer, Omnicom's chief financial officer.

Mr. Crawford acknowledged that BBDO needed help and wanted to be involved, but he said that is partly solved by the formation of Omnicom U.K.

Mr. Meyer said Omnicom has "borrowings lined up with a number of international banks" to pay for the BMP deal.

Mr. Boase estimates client conflicts will amount to less than 10% of the $365 million billings of the merged BMP and DDB Needham agencies.

However, there's a long list of potential conflicts, including brewers Courage at BMP and Bass at DDB Needham in the U.K. and DDB Needham international client Anheuser-Busch *(see chart)*.

BMP-owned Ammirati & Puris, New York, is BMW of America's agency and DDB Needham works for Volkswagen worldwide. One agency source said Omnicom didn't think the auto accounts would pose a conflict problem.

Mr. Meyer said there are no plans to sell Ammirati & Puris. Mr. Crawford said it's "premature" to discuss Ammirati & Puris; but Angotti, Thomas, Hedge, New York, and Goodby, Berlin & Silverstein, San Francisco, have escape buyback clauses, "and should they wish to exercise it, we will honor that."#

Gary Levin in New York and Julie Skur Hill in Chicago contributed to this story.

POTENTIAL CLIENT CONFLICTS BETWEEN BOASE MASSIMI POLLITT AND DDB NEEDHAM

BOASE MASSIMI POLLITT	DDB NEEDHAM
Courage (U.K.)	Bass Ale (U.K.)
Unilever divisions:	Anheuser-Busch (int'l)
Batchelor Foods	Knorr (soups)
Elida Gibbs (cosmetics)	Lyons Tetley (tea, coffee)
Lever (detergents)	Henkel (int'l)
Coke/Schweppes (U.K.)	Pepsi (U.K./int'l)
Irish Distillers	Seagram (int'l)
National Dairy Council (U.K.)	Dutch Dairy Bureau
Chesebrough-Pond's	Bristol-Myers
BMW (U.S.)	Volkswagen (U.K./int'l)
Terry's of York (confectionery)	Trebor (U.K.)
	Cote d'Or (int'l)

Source: ADVERTISING AGE

Highlights

NEWS

4 **Prego gains on Ragu**
Ragu waits one year to protest Prego spaghetti sauce's effective comparative ads.

6 **Taylor turns Passion on men**
Parfums International launches Passion for men with a series of commercials featuring Elizabeth Taylor.

12 **Improved products show strength**
Marketers are replacing "new and improved" with strength claims on household and personal care products.

26 **P&G surrenders to Clorox**
P&G loses a battle in the bleach and detergent face-off with Clorox.

30 **Wal-Mart shows off low prices**
Wal-Mart gets tough on local competition with in-store price comparison displays.

34 **Lowe Marschalk bucks the trend**
Andrew Langer moves away from the popular team strategy at Lowe Marschalk.

39 **Age is no hindrance for J.D.**
Jack Daniel's celebrates the 35th anniversary of its real-life ad campaign.

40 **What goes on behind the scenes?**
From fake food to circulation audits—a look at what it takes to make a commercial.

52 **Race tracks whip up promos**
Race tracks are betting on promotions to win the race for gambling and entertainment revenue.

64 **Obies end in a stalemate**
Hill, Holliday, Connors, Cosmopulos and Phillips-Ramsey tie for top Obie Award.

INTERNATIONAL

44 **Italian shop networks Europe**
Gruppo Armando Testa, Italy's largest agency, prepares for 1992 by laying the groundwork for a European network to compete for international accounts.

AD REVIEW: Maxwell House doesn't make the news with Ellerbee and Scott. P. 74.

How jeans fit a mature market. See "Special Report," following P. 44.

Departments

Brady	46
Brady's Bunch	30
Classifieds	65
Direct Marketing	51
Editorials	16
For the Record	69
Forum	20
Global Gallery	45
Letters	24
MediaWorks	62
People	61
PeopleWorks	60
Photo Review	56
Research Beat	38
The Next Trend	46
Words	46

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Sears sets nat'l direct-mail deal

By KATE FITZGERALD

Sears, Roebuck & Co. has signed a new contract with ADVO-System for national direct-mail advertising.

Although Sears has worked with ADVO before, its new contract will pay a single, national direct-mail rate for all its companies, including Coldwell Banker, Allstate Insurance Co. and Dean Witter.

This single-rate deal is the same type of contract the nation's largest retailer has been negotiating to get from major newspaper chains (AA, Jan. 30, *et seq.*). However, contract negotiations with a dozen major newspaper chains are behind schedule.

The ADVO contract isn't exclusive.

The nation's largest direct-mail advertising company, ADVO primarily has handled "marriage mail" advertising for Sears on a project basis, with varying rates per project. ("Marriage mail" refers to bundled ad circulars sent through the post office.)

Sears announced earlier this year it planned to cut costs by streamlining its advertising operations and eliminating the 24 regional offices that previously handled its newspaper and direct-mail advertising.

It says the ADVO deal is a part of, and advances, that plan.

Sears is well behind schedule in its goal of negotiating similar, flat corporate rates with major newspapers, as major chains, including Knight-Ridder, continue to hold out.

Originally, Sears said it hoped to renegotiate its newspaper contracts this year, following a major corporate restructuring. In April, the company signed new contracts with Gannett Co., the nation's largest newspaper chain, and Harte-Hanks Communications, another major chain (AA, April 10).

The stalled negotiations with other major chains are holding up negotiations with smaller chains and independent newspapers. And that may push the talks well into next year, said Dale Buchtel, Sears' manager of news media operations.

"It's taking longer than we originally thought because we've never done this before," Mr. Buchtel said. "We're not sure when we're going to draw a deadline and decide to negotiate with some papers next year, but there are a number we haven't even spoken to yet."

Sears hasn't encountered any major resistance from the newspaper chains, Mr. Buchtel said, but negotiating new rates is more complicated than the company had originally hoped.

"The reason it's taking so long is that our newspapers are a reflection of the markets they serve, which are highly diverse . . . and there are many regional differences that make hammering out national rates very difficult," said Jerome Tilis, VP-marketing at Knight-Ridder.

Mr. Buchtel said Sears' new contract with ADVO will simplify its business, but it doesn't mean Sears is altering its direct-mail mix.#

Studies tell the story, but dollars don't follow

Media, creative tend to ignore research on booming segment as they seem intent on worrying about the here and now

The aging of the baby boom and the discretionary wealth of consumers already over the age of 50 are giving marketing and agency executives some gray hairs of their own.

In the past 18 months, several agencies and research companies have conducted in-depth studies of mature consumers' motivations. While the research is heavily promoted, media and creative departments do not appear to be practicing what their researchers preach.

But they cannot overlook the numbers, as the U.S. experiences phenomenal growth in adults aged 45 to 64 and 65-plus. Between 1990 and 2000, consumers aged 45 to 64 will increase 31% to 61 million, while those 65 and older will total 35 million, an increase of 10%.

Today, one in four people in the U.S.—or 63 million Americans—is over 50. By the year 2010, that figure will be one in three. In 2025, more than 113 million people in the U.S. will be over 50.

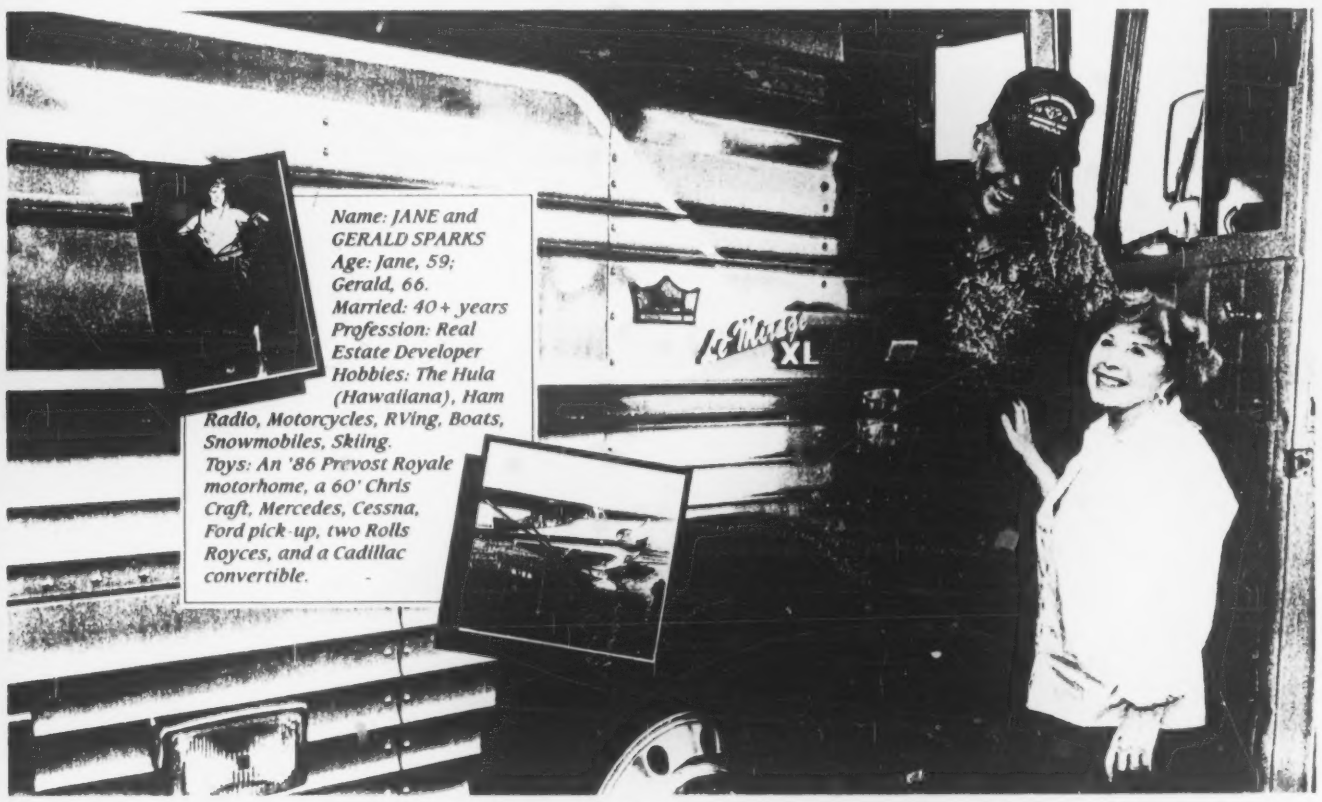
According to the U.S. Census Bureau, households headed by people over 50 have annual incomes totaling more than $250 billion. They control half of the country's discretionary income and have a net worth of $7 trillion. By the year 2000, 21% of all seniors will have household incomes of $50,000 in constant dollars, up from 1985's figure of 12%.

In a Vitt Media telephone survey of senior-level ad directors at national consumer product and service companies, 99% of respondents said they agree the future belongs to those who plan for changes in demographic trends such as the aging of the population. However, half of them said such trends are too far in the future to be relevant to current marketing and advertising strategies.

The mature market is still in its infancy. Only time will tell which creative, media and new-product strategies will work—if new strategies are needed at all.

In the meantime, marketers and agencies are wondering what to do *right now*, before the boomers become grandparents. Do they need to alter media strategies, change creative directions, introduce new products or line extensions? Do they risk alienating younger consumers?

The following stories offer some insight into these questions. ❑


Name: JANE and GERALD SPARKS
Age: Jane, 59; Gerald, 66.
Married: 40+ years
Profession: Real Estate Developer
Hobbies: The Hula (Hawaiiana), Ham Radio, Motorcycles, RVing, Boats, Snowmobiles, Skiing.
Toys: An '86 Prevost Royale motorhome, a 60' Chris Craft, Mercedes, Cessna, Ford pick-up, two Rolls Royces, and a Cadillac convertible.

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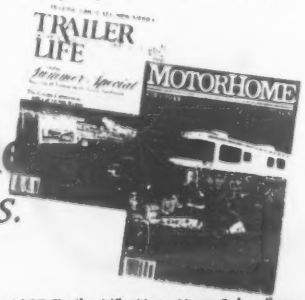

Trailer Life/MotorHome
The active senior travels with us.

Source: 1987 *Trailer Life/MotorHome* Subscriber Study, Conducted by John Schug Media Research

Media

'You don't turn 50 and change what you read'

By Alan Radding

Media planners say media strategies must change to accommodate the rise of the 50-plus market, but the formulas used to reach today's mature consumers likely will not work when baby boomers enter their 50s.

Today's mature consumers, they say, are not a useful model for aging baby boomers, who probably will hold onto the same media habits they developed as 18 to 49 year olds. Media buyers doubt the boom generation automatically will adopt the mature-market publications that are saturating today's older consumers. "You don't turn 50 and throw out *Time* magazine to start reading *Modern Maturity*," says Ariadne Callas, VP-associate media director, Grey Advertising, New York. "If you reach [an audience] at 45 then you will continue to reach them the same way at 50."

Media buyers suggest that education and income or special interests, such as boating or travel magazines, may be a more effective way to pursue baby boomers into their mature years. "We've found that there is a lot of commonality between college-educated people over 50 and [college-educated] people under 50," says William Bradford, associate research director, TBWA, New York. TBWA avoids segmenting audiences strictly by age, particularly when dealing with an older group.

"We try to find commonalities [such as education] across age. If you cut it correctly, you can transcend traditional [age] breaks and extend the campaign indefinitely," he says.

For instance, TBWA client Carillon Importers, marketer of Absolut vodka, targets college-educated, high-income consumers using upscale magazines. The agency reaches both 18-to-49-year-old and 50-plus audiences with the same ad.

Grey Advertising segments the 50-plus market using disposable income as the key factor. The result is a core of consumers, dubbed master consumers by the agency, with a high level of disposable income and the time and inclination to indulge themselves. "You reach master consumers though mainstream media," says Ms. Callas, adding that they don't necessarily respond to media specifically aimed at the 50-plus market.

"The better educated, over-50 segment watch news programs and have a general interest in information as entertainment," explains Mr. Bradford. Magazines are a natural for this audience, but previously overlooked informational programming, such as PBS sponsorships, should become attractive to advertisers pursuing the 50-plus market.

Newspapers already enjoy a sizable 50-plus audience without any overt appeal to age. Among 50-plus, "there is a greater preponderance of

(Continued on Page S-6)

Alan Radding is a Boston-based correspondent for AD AGE.

What the mature market is watching . . .

Top 10 prime-time network TV shows for March 1989, and percent of audience over 55

Program	Rating	55-plus women	55-plus men
1 "Bill Cosby Show"	17.8	13%	7%
2 "Roseanne"	17.6	10	5
3 "A Different World"	16.6	11	6
4 "Cheers"	14.9	11	7
5 "Who's The Boss?"	14.6	12	6
6 "The Wonder Years"	13.4	9	4
7 "Golden Girls"	14.0	25	13
8 "60 Minutes"	13.8	27	21
9 "Anything But Love"	13.4	9	4
10 "ALF"	13.0	10	6

Source: Nielsen Media Research

Top 10 prime-time network TV shows among 55-plus for March 1989

Men		Women	
Program	Rating	Program	Rating
1 "60 Minutes"	31.1	1 "60 Minutes"	30.3
2 "Matlock"	27.5	2 "Matlock"	29.6
3 "Murder, She Wrote"	24.5	3 "Murder, She Wrote"	28.3
4 "In the Heat of the Night"	23.1	4 "Golden Girls"	28.1
5 "Golden Girls"	19.7	5 "In the Heat of the Night"	24.2
6 "Jake and the Fatman"	19.6	6 "Empty Nest"	23.1
7 "Unsolved Mysteries"	18.9	7 "Dallas"	23.0
8 "CBS Sunday Night Movie"	18.1	8 "Jake and the Fatman"	22.9
9 "Hunter"	17.3	9 "Amen"	20.5
10 "Empty Nest"	16.3	10 "Unsolved Mysteries"	20.4

Source: Nielsen Media Research

and reading

Top 10 magazines and their audience over 55 (measured in millions)

Magazine	Total audience	Audience 55-plus	% of audience 55-plus
1 Reader's Digest	48.5	16.9	34.9%
2 TV Guide	46.3	10.4	22.5
3 Modern Maturity	32.7	32.6	99.8
4 Better Homes & Gardens	31.7	9.5	30.1
5 National Geographic	30.2	8.2	27.2
6 People	29.3	5.1	17.3
7 Good Housekeeping	25.7	7.6	29.6
8 Family Circle	24.6	7.5	30.6
9 Time	23.7	4.5	19.0
10 Woman's Day	21.9	6.7	30.8

Source: Mediamark Research Inc.

(Continued from Page S-4)

newspaper reading," reports John Power, group VP at Vitt Media. He says it has more to do with information delivery than age. Although newspaper reading is strong at 50-plus, he continues, it actually begins at 40-plus.

Network TV commands a dominant share of 50-plus viewing, but that situation has long existed and isn't expected to change soon. "If a general package-goods advertiser targeted younger on network television, he got older people anyway," says Martin Waters, senior VP-media & programming at Jordan, McGrath, Case & Taylor.

AM radio also enjoys an advantage today in reaching the older audience because AM radio focuses on news and information. "Talk skews older," Mr. Power explains, and AM radio is the hotbed of talk.

Still unresolved, however, is whether FM-oriented baby boomers will discover the AM dial as they age or whether the FM stations will modify their formats to appeal to an older audience. FM stations are already taking action by shifting to more "lite rock" and "easy listening" formats.

The same question applies to all media currently popular with the 50-plus market. Network executives such as Tom Leahy, president of CBS marketing division, are concerned with selling advertisers on the importance of reaching the 50-plus market in the first place, not with convincing them that network TV delivers it. "Advertisers grew up with the 18-to-49 myth," complains Mr. Leahy. ❑

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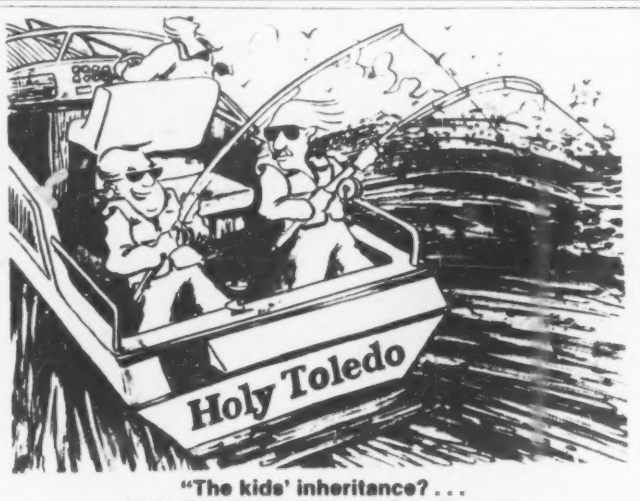

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Creative

Creative departments slow to act

By Bob Diddlebock

Ask any advertising or marketing executive to name the next hot market, and most won't hesitate in saying "older consumers."

But that doesn't mean the creative departments act on it.

"There is a big gap between 'Let's look at it' and 'Let's do it,'" says Frankie Cadwell, president of Cadwell Davis Partners. ". . . I look at the over-50 market as kind of a Third World market. It's there, but no one is paying a lot of attention to it for now."

Several ad agencies, including TBWA, Grey Advertising, Lintas:Campbell-Ewald and Ogilvy & Mather, have publicized in-depth studies on the mature market recently that basically boil down to the same theory: Today's 50-plus consumers are vital, healthy and willing to spend. But while researchers are getting high marks for their work, many creative departments are not taking action.

"There's not a lot happening right now," says Dick Karp, exec VP-creative director at Grey. "We're pretty much in a transitional mode." He says the agency is studying the research to determine how to better portray older people.

"There's no long-term planning and thinking in advertising, and so this effort [to reach the over-50 market] will be a mad scramble," says Jane Fitzgibbon, senior VP at Ogilvy & Mather's Trendsites division.

Some marketers are taking action on the over-50 front, which is expected to grow three times faster than the under-50 market through the end of the century. Witness spots featuring 71-year-old Lena Horne and Rue McClanahan for General Foods Corp.'s Post Bran Flakes, Art Carney for Coca-Cola Co.'s Coca-Cola Classic and Eastern Airlines' "It's my turn" campaign.

For the most part, however, these creative efforts are exceptions. Ad agencies are still, as TBWA's Exec-VP Director of Strategic Planning Tony Morgan puts it, "trying to figure out which way to go" as they attempt to adjust their 18-to-35 mindset that has dominated the industry for so long.

Pitching to older adults is tricky, most agency executives say, because the mature market is extremely segmented and heterogeneous. Older adults' wants and needs should be defined less by their chronological age and more by their income and how they use their time.

"What keeps the brass in Lena Horne?" Ads promoting Post Bran Flakes offer a hint.

How well creative staffs take their research departments' message to heart may determine how successful they will be in reaching those segments.

"We're now hitting the mule over the head, and once we get its attention, it may follow instructions," Ms. Fitzgibbon says of her dealings with the agency's creative department. "It's a worthy thing to do not just for today, but for the over-50 market in 10 years because when [baby boomers] hit 50, they'll be just like they've always been. They won't stand to be ignored."

For now, many agencies are focusing on intergenerational spots as the antidote to reaching an expanding market. For example, Lintas:Campbell-Ewald uses three generations of one family to drive home the point that General Motors Corp.'s Chevrolet Caprice is a car that everyone can enjoy. TBWA has an upcoming spot for the People's Bank in Connecticut that will show people from all walks of life and ages using the institution. The message: This bank caters to everyone; there is no "typical customer."

But many campaigns continue to fall back on stereotypes, such as Pfizer Inc.'s Ben-Gay Warming Ice spot featuring two curmudgeons sitting on a porch and AT&T Corp.'s fumbling grandfather, who is unable to hook up a VCR. Even McDonald Corp.'s use of older adults gets mixed reviews. While some market observers give the fast-food giant kudos for its commercial in which an elderly man goes to work behind the counter, others criticize it for portraying him as too feeble-minded.

"We're seeing lots of tokenism, taking the stereotype of older people and turning it upside down, saying things like, 'Isn't it funny that older people have sex or like hot rods,'" says Jerry Gerber, a partner in mature-market consultancy Life-Span Communications.

Changes won't come overnight, Mr. Gerber points out. "Ad agencies have a moneyed reason to stick to the status quo. It's easier just to throw in an older person than to think it through all the way," he says.

There is also an ingrained "age-ism" in advertising that must be overcome, critics charge. The standard thinking that life begins at 18 and ends at 49 could backfire when the first wave of this country's 77.2 million baby boomers begin to hit 50 in the mid-1990s.

Agency researchers also warn against falling back on the myth that older consumers cannot digest complex information and are unwilling to switch brands.

And they caution against segregating mature consumers as oldtimers or "golden agers" as so many print and electronic ads have done in the past. Instead, they say, show them with other family members and engage them in healthy, active pursuits such as bicycling.

As Grey's research points out, "Show these 50-plus consumers as they see themselves—romantic, active, chic, happy and joyfully involved with friends, family and life." ❑

Bob Diddlebock is a Denver-based journalist and author.